



## **IUE2017 SPONSOR PROSPECTUS**

# **Welcome to Internet User Experience 2017!**

## **April 24 – 25, 2017, Ann Arbor, Michigan**

The Internet User Experience Sponsor Prospectus offers your company a unique opportunity to connect with a very special group of professionals which include:

- Web Site Developers including User Experience Designers, Information Architects, Visual and Graphic Designers, and Web Developers.
- Marketing and Advertising Agency professionals including Art Directors, Project Managers, and the Web Site Developers listed above.
- Web Site Stakeholders and business owners.
- System and Business Analysts.

The Internet User Experience (IUE) conference has been held annually since 2005. It has grown both in size and in scope. It started by providing programs and training primarily for User Experience professionals and Web Site Developers, and it has expanded to also include branding, strategy and visual design, and it is now also of great interest to marketing professionals, interactive agencies, and advertising agencies.

The Internet User Experience Conference goal is to foster improving today's user experience for web sites, mobile and tablet sites and applications, and internet as it is utilized in transportation and other situations and environments. Each year, industry speakers, practitioners, and authors are organized to provide the most complete package of Internet user experience design training, case studies, business success stories, and real-world examples assembled anywhere. Given the targeted attendees, we hope that you choose a level of sponsorship that fits your needs. It is a fertile ground for advertising, selling, or recruiting talented individuals in any of the categories listed above.

Sincerely,

Dave Mitropoulos-Rundus  
IUE2017 Conference Director

**Internet User Experience 2017 – A conference spotlighting methods for dramatically improving today's user experience**



## **IUE2017 SPONSOR PROSPECTUS**

**Internet User Experience 2017 offers companies a rare opportunity to promote their company and its products and services to a group of highly-motivated professionals by making a corporate sponsorship contribution to IUE2017.**

IUE2017 is a conference aimed at fostering the exchange of ideas, technology, techniques and experience between user experience designers, web developers, and marketing and advertising professionals working on extranets, intranets, and marketing and advertising campaigns in a range of businesses. This conference is a collaborative effort between user group communities and user experience companies in the region. We anticipate at least 200 professionals from the US, Canada, and abroad to attend this event which will occur on April 24 – April 25, 2017 at the Morris Lawrence Building/ Conference Center in Ann Arbor, Michigan.

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## **IUE2017 SPONSOR PROSPECTUS**

### **WHY DOES InternetUserExperience2017 NEED CORPORATE SPONSORS?**

This conference is being offered at a nominal charge. However, an event like this is not cheap to organize. There are charges for the talent, food, facilities, promotion & equipment. As a sponsor, you'll help to offset these costs, and in exchange, get great exposure to a group of passionate, motivated Companies and User Experience, Marketing, and Advertising professionals.

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## **IUE2017 SPONSOR PROSPECTUS**

### **Internet User Experience 2015 was a resounding success.**

Over 150 attendees and sponsors from different businesses, government agencies and schools were at the event. Attendees were from a wide range of platforms, disciplines, and roles, including:

- User experience practitioners, managers, directors, and vice presidents.
- Creative and Visual designers.
- Web developers and managers.
- Web site stakeholders.
- Advertising and Marketing professionals.
- University faculty and students

### **Satisfied Attendees**

*We only like to see high ratings...unless the topic is controversial (in which case of course we expect mixed reviews).*

Satisfaction ratings on the event's evaluations averaged "Very Good". Comments indicated that the high ratings were driven by the presentations, presenters and topics, and several who had attended other related events literally felt they had discovered the best conference regarding the design of the user experience.

### **Dissatisfied Attendees**

*We take our lumps too, and figure out how to improve!*

The negative comments we received focused on the timing of the conference (summer was a problem for a number of attendees...and non-attendees), length of the conference (too long if tutorials are included), and having to pay for parking.

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## **IUE2017 SPONSOR PROSPECTUS**

### **Action items for IUE2017:**

- Move conference to spring
- Move conference to Morris Lawrence Conference Center (plenty of free parking)
- Shorten conference length

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## **IUE2017 SPONSOR PROSPECTUS**

### **WHO WILL MY COMPANY BE ABLE TO ENGAGE IN 2017?**

The Internet User Experience conference aims to attract web site stakeholders and the following professionals:

- Information Architects
- Business Analysts
- Web Developers
- User Experience Designers
- Graphic and Visual Designers
- Art Directors
- Marketing and Advertising specialists
- Technical Writers and Copy Writers
- System and Business Analysts
- Project Managers
- User Experience related curriculum students

Your company sponsorship and involvement will help you to attract and interact with these professionals. You have several options ranging from placement of your company name on conference materials, hand-outs, and our web site to events to exhibit booths where you may demonstrate your products and services, conduct interviews, and more!

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## **IUE2017 SPONSOR PROSPECTUS**

# Professional and Academic Organization Sponsorship - \$500

### **CONTRIBUTION**

A not-for-profit professional organization in an area that is relevant to the conference, or a college or university with a relevant curriculum, contributes \$500 cash to the IUE2017 conference.

### **BENEFITS**

Acknowledgement of sponsorship via business logo on printed material and website

Listing in the conference program distributed to each IUE2017 attendee, and in conference proceedings. Includes:

- Logo name, website, and phone number
- One line description of service offerings

Announcement at Conference Opening

- Sponsor level and company or individual name announced to all attendees
- Company logo displayed on large screen in auditorium

Preferential logo placement among all Professional and Academic Organization sponsors based on total contribution amount and date that contribution was received.

### **RESTRICTIONS**

Available only to not-for-profit professional organizations and academic programs that are in a field that is relevant to the conference.

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## **IUE2017 SPONSOR PROSPECTUS**

# **SILVER - \$1,000**

### **CONTRIBUTION**

A Silver sponsor contributes \$1,000 cash to the IUE2017 conference.

### **BENEFITS**

Acknowledgement of sponsorship via business logo on printed material and website

Listing in the conference program distributed to each IUE2017 attendee, and in conference proceedings. Includes:

- Logo name, website, and phone number
- One line description of service offerings

Announcement at Conference Opening

- Sponsor level and company or individual name announced to all attendees
- Company logo displayed on large screen in auditorium

Preferential logo placement among all Silver sponsors based on total contribution amount and date that contribution was received.

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## **IUE2017 SPONSOR PROSPECTUS**

# **GOLD - \$2,000**

### **CONTRIBUTION**

A Gold sponsor contributes \$2,000 cash to the IUE2017 conference, and will provide giveaway items to be distributed in the Exhibit Area

### **BENEFITS**

One complimentary pass to the conference

A page insert in each conference bag

Acknowledgement of sponsorship via business logo on printed material and web-site

Listing in the conference program distributed to each IUE2017 attendee, and in conference proceedings. Includes:

- Logo name, website, and phone number
- One line description of service offerings

Announcement at Conference Opening

- Sponsor level and company or individual name announced to all attendees
- Company logo displayed on large screen in auditorium

Preferential logo placement among all Gold sponsors based on total contribution amount and date that contribution was received

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## **IUE2017 SPONSOR PROSPECTUS**

# **PLATINUM - \$3,000**

### **CONTRIBUTION**

A Platinum sponsor contributes \$3,000 cash to the IUE2017 conference, and will provide giveaway items to be distributed in the Exhibit Area

### **BENEFITS**

Three complementary passes to the conference

Up to three page inserts in each conference bag

Acknowledgement of sponsorship via business logo on printed material and website

Announcement at Conference Opening

- Sponsor level and company or individual name announced to all attendees
- Company logo displayed on large screen in auditorium

Listing in the conference program distributed to each IUE2017 attendee, and in conference proceedings. Includes:

- Logo name, website, and phone number
- One line description of service offerings

Preferential logo placement among all Platinum sponsors based on total contribution amount and date of contribution

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# ADDITIONAL

## **IUE2017 is also offering the following additional sponsorship opportunities:**

### **OPENING RECEPTION SPONSOR**

Sponsor gets exclusive name listed as the host of food and drink that is served at the Opening Reception party on April 24<sup>th</sup>, 2017 at 5:00 p.m. Sponsor is also announced at the reception and at the conference opening.

**Cost: \$2,500 (1 sponsor total)**

### **LUNCH SPONSOR**

Sponsor gets exclusive name listed as the host of a lunch. This is handled by signage during the lunch and is also announced in each session before the break.

**Cost: \$2,000 each lunch (2 total)**

### **SNACK SPONSOR**

We are making arrangements for very memorable snack events. Sponsor gets exclusive name listed as the host of a morning or afternoon snack break. This is handled by signage during the break and is also announced in each session before the break.

**Cost: \$1,000 each break (4 total)**



# ADDITIONAL

IUE2017 is also offering the following additional sponsorship opportunities by adding your brand message to conference materials (continued):

### **Aluminum Water Bottle with your logo**

Placement of sponsor's logo on stylish water bottle that is provided to all attendees, speakers, and staff.

**Cost: \$1,000 (1 sponsor total)**

### **Espresso cup with your logo**

Placement of sponsor's logo on stylish water bottle that is provided to all attendees, speakers, and staff.

**Cost: \$1,000 (1 sponsor total)**

### **LED Flashing Bouncy Balls with your logo**

Placement of sponsor's logo on more than a hundred high-bounce balls with LEDs that flash upon impact. These will be part of a memorable moment during the conference and will then be handed out.

**Cost: \$1,000 (1 sponsor total)**

### **Soft Flying Disc with your logo**

Placement of sponsor's logo on more than a hundred colorful flying discs. These will be part of a memorable moment during the conference and will then be handed out.

**Cost: \$1,000 (1 sponsor total)**

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## **IUE2017 SPONSOR PROSPECTUS**

### **CONFERENCE PENS**

Placement of sponsor logo on the pen that is included in the conference bag for each attendee, and at registration tables.

**Cost: \$500 (1 sponsor total)**

### **LANYARD/CREDENTIAL HOLDER**

Placement of sponsor's logo on the lanyard of the credential holder that is provided to all attendees, speakers, and staff.

**Cost: \$500 (1 sponsor total)**



## **IUE2017 SPONSOR PROSPECTUS**

# **ADDITIONAL**

### **ADVERTISING SPACE IN CONFERENCE PROGRAM**

Advertising space is being offered in the official conference program that is given to every conference attendee. Note that companies may purchase space in the program without otherwise being a sponsor of IUE2017.

#### **Costs:**

**\$700 back cover (full page, full color, 1 total)**

**\$600 inside covers (full page, full color, 2 total)**

**\$500 per inside page (full page, full color)**

**\$300 per inside page (full page, Black and White)**

**\$250 each page (your materials included in packet for each attendee)**

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## **IUE2017 SPONSOR PROSPECTUS**

# **ADDITIONAL**

### **EXHIBIT SPACE AT THE CONFERENCE**

The Internet User Experience Conference provides you with a prime opportunity to share your products and services on the heaviest traffic days of this event. Our attendees include management with the authority to purchase or recommend products, services, and personnel for their departments and companies.

The Exhibit spaces are located at the center of the heaviest traffic areas for conference attendees in the Morris Lawrence Auditorium Lobby:

- Immediately outside the presentation auditorium (all event traffic here)
- Near registration desk
- Facing the coffee, snack and reception area
- Each exhibit space backs up to a wall and faces the conference traffic

The Exhibit hours are:

- Monday April 24<sup>th</sup> (set up starting at 7:00am, open from 8:00am through 7:00pm)
- Tuesday April 25<sup>th</sup>, 8:00am – 5:00pm

**Cost:**

**\$900 per exhibit space**

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# SPONSOR PROSPECTUS

# SPONSOR EVENTS

**April 24 – 25, 2017 Morris Lawrence Conference Center, Ann Arbor, Michigan**

### **A Unique Opportunity For Unique Events**

InternetUserExperience is all about uniqueness. We're gathering Web Site User Experience people and stakeholders together, we're having a conference in a Michigan oasis in October, a lot of great things will happen, and we are always seeking the 'next great thing'.

Do you have an idea for a unique event that you'd like to have your company organize and run at InternetUserExperience? Pitch the idea to us and we'll work with you to help you put on something educational, helpful, or just plain fun.

Examples of events might include design competitions, open mike night for the "spoken UX word", or a special recruiting event. The possibilities are endless.

We do need to frame some rules around these events, so keep the following in mind:

- First come, first served.
- InternetUserExperience gets final approval on events which are run at the conference.
- Sponsors pay all costs associated with running the event.
- Events will be listed on a special page on the website with a note they're sponsor/vendor events and not directly part of InternetUserExperience.
- Positioning on the site will be first come, first placed. Descriptions of events must be concise.
- Events *may* be listed in a separate page in the conference program depending on logistics surrounding the program.

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# SPONSOR PROSPECTUS

# FAQ

**April 24-25, 2017 Morris Lawrence Building/Conference Center, Ann Arbor, Michigan**

**Q: What are "Giveaway Items"?**

A: We want to ensure that our —Sponsor area is an exciting place for the attendees to visit. Besides having the opportunity to speak with our sponsors, attendees should have a reasonable expectation of walking away with some SWAG. As is typical with other trade shows, this includes software, books, apparel with your logo, and/or trinkets with your logo. We ask that if you do not provide enough items for every attendee, that you try to be creative in how the items are distributed (i.e., hold your own raffle, have a secret spotter give away items in the crowd, etc).

**Q: Will my logo on the IUE2017 website be hyperlinked to my website?**

A: Yes.

**Q: What is "Preferential Logo Placement"?**

A: Whenever all sponsor logos are displayed together, they will be arranged from left to right and top to bottom within the Silver, Gold, and Platinum groups in order by the total contribution size (largest first) and the date that payment was received (earliest first).

**Q: May I contribute more than the minimum amount for a given sponsorship level?**

A: Yes. This will count towards your total contribution (for logo placement benefits and purchase limit for additional sponsorship opportunities).

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### **Q: Who exactly is organizing IUE2017?**

A: The Internet User Experience conference is planned, organized, and managed by:

- Clear Usability, LLC, a company located in the state of Michigan.
- Motor City UX, LLC, a company located in the state of Michigan.
- Usable World, LLC, a company located in the state of Michigan.
- The Michigan Chapter of the Association for Computing Machinery's Special Interest Group on Computer-Human Interaction ([www.michiganchi.org](http://www.michiganchi.org)), an organization that promotes best practices and methods in designing user interfaces.
- The Washtenaw Community College Digital Media Arts Web Design & Development Program (<http://departments.wccnet.edu/dma/programs/web/>), an academic department that provides certificate programs in Web Development.
- The Michigan Chapter of the International User Experience Professionals' Association (<http://www.michiganupa.org/>) and organization that promotes usability best practices.

### **Q: What is the IUE2017 mailing address?**

A: Unless otherwise directed, send all sponsorship-related mail and packages to:

Internet User Experience 2017  
c/o ClearUsability, LLC  
2657 Balmoral Court  
Ann Arbor, MI 48103

ATTN: Anastasia Mitropoulos-Rundus, IUE Sponsor and Exhibit Chair

Email: [sponsor@iueconference.com](mailto:sponsor@iueconference.com)

Fax: (US) 734.864.7370

### **Q: I've got a great idea for a sponsorship opportunity that you haven't listed. What can I do?**

A: Contact us! We're happy to work with any idea that benefits attendees!

Email: [sponsor@iueconference.com](mailto:sponsor@iueconference.com)

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